



Connecticut's Official Health Insurance Marketplace

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ACCESS HEALTH CT RESUMES SUMMER CONCERT OUTREACH
Opportunity to reach younger audiences with Healthcare Reform information

Hartford, Conn. – Access Health CT is resuming a social media concert ticket sweepstakes this summer in collaboration with NBC Connecticut and Live Nation. For the second summer, Access Health CT staff will be attending Live Nation concerts at the Xfinity Theater to connect with Connecticut residents and provide information about Healthcare Reform, Connecticut's healthcare exchange, and information about coverage.

"During our first open enrollment period we found that Connecticut residents, especially those in the 18-35 age brackets, responded really well to this outreach initiative," said Jason Madrak, Chief Marketing Officer for Access Health CT. "We had outreach workers at each event talking to concert goers about the plans available through Access Health CT, what they may qualify for in tax savings, and to answer questions about the process. Our hope is to continue that trend with the sweepstakes and concert outreach this summer."

This year's efforts expand on last year's program by incorporating a robust social media campaign to facilitate entries to win tickets to concerts throughout the summer, as well as new on-site activity that includes personalized group photos that can be uploaded to Facebook at #AccessHealthCT which will engage concert goers and provide additional prize giveaways.

The first concert in this series will be held this weekend at the Xfinity Theater in Hartford featuring Rascal Flatts with Sheryl Crow and Gloria. Information regarding the concert series this summer will be posted online at Access Health CT's Facebook page. To enter the sweepstakes, people simply need to "Like" the Access Health CT Facebook page and click the "Enter to Win" tab. Once entrants enter their name, phone number and email address, they can also elect to receive updates and information via email and text message from Access Health CT. Four winners are selected for each concert, and will be provided two tickets in advance of the show.

"Our prior sweepstakes campaign resulted in nearly a 170,000 entries and 26,000 opt-ins on Facebook," added Madrak. "Our marketing plan, which includes social media, educational forums and media advertising, are aimed at making it as easy as possible to learn more about the healthcare coverage available through Access Health CT."

Consumers who have questions about Healthcare Reform, their health care coverage, or AHCT, may call 855-805-4325 to speak with a representative. Until open enrollment begins for 2015 in November, residents will only be able to shop for coverage through Access Health CT under special circumstances, such as marriage, divorce, birth, adoption or loss of insurance coverage from an employer. For more information about special enrollment, please visit www.accesshealthct.com.

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About Access Health CT

Access Health CT (also known as the Exchange) was created by the Connecticut Legislature in 2011 and is a quasi-public agency established to satisfy requirements of the federal Affordable Care Act. Its mission is to increase the number of insured residents in Connecticut, promote health, lower costs and eliminate health disparities. Its vision is to provide a simple online shopping and enrollment experience for state residents and small businesses, starting with open enrollment in October 2013.

Access Health CT will ensure that participating health plans meet certain standards, and will facilitate competition and choice by rating the quality of each plan. Individuals and families buying coverage through the Exchange may qualify for tax credits on premiums. The Exchange will also coordinate eligibility and enrollment with state Medicaid and Children's Health Insurance Programs. More information is available at www.AccessHealthCT.com